

# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

March 20, 1998

RJR Account #026040

Mr. F. Attea

M. ATTEA & BROS.

**SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)**

Dear Frank:

SALEM .30¢ Tear Tape product has been ordered, as well as 8 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

**PARTNERS 'BONUS' REPORTING DESCRIPTION**

**'SAL 98 .30/1 PK'**

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: K. Jurgensen

Enc. Retailer Letter

Retail Customer List

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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**APRIL DELIVERY**  
**SALEM TEAR TAPE**  
M. ATTEA & BROS.

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>1</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24196	Light	<u>1</u>
12300-24197	Light 100	<u>1</u>

Product / Premium Arrival:      **April 6, 1998**  
Ship Date to Retail:              **Week of: April 13, 1998**  
  
EFT \$ Amount:                      **\$1,182.92**

**April Drive Period 804 / Promotion #800438**

**PROMOTION DESCRIPTION:** *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

*RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)*

**APRIL DELIVERY**

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## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 2  
 DATE: 98-03-20  
 TIME: 11:34 AM

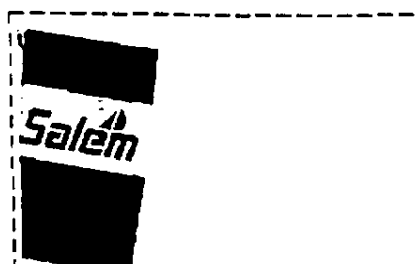
 WHOLESALER : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>  
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	1	1	1	1	4		
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FAL	NY	14301	1	1	1	1	4		
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1	1	2		4		
152601		760242	B'S QUICK MART	1060 NIAGARA FALL	N TONAWANDA	NY	14120	1	1	1	1	4		
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	2	2	2	2	8		
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	4	2	6	4	16		
162603	162629	745889	REECE MOBIL ONTHERU	1051 HARLEM RD	CHEEXTOWAGA	NY	14227	4	1	8	1	14	1449-0000	
162603	162625	812740	RICOTA'S MARKET	206 ELK ST	BUFFALO	NY	14210	2	1	1		4		

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 16 10 22 10 58

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 16 10 22 10 58

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*To All RJR Retail Partners*

## ***RETAILER LETTER***

**SALEM .30¢ OFF / PACK**

**\$3.00 OFF / CARTON**

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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